Kentucky Governor's Conference on Environmental Excellence

"Green": The Search For the Holy Grail

Sustainability Products and "Green" Marketing
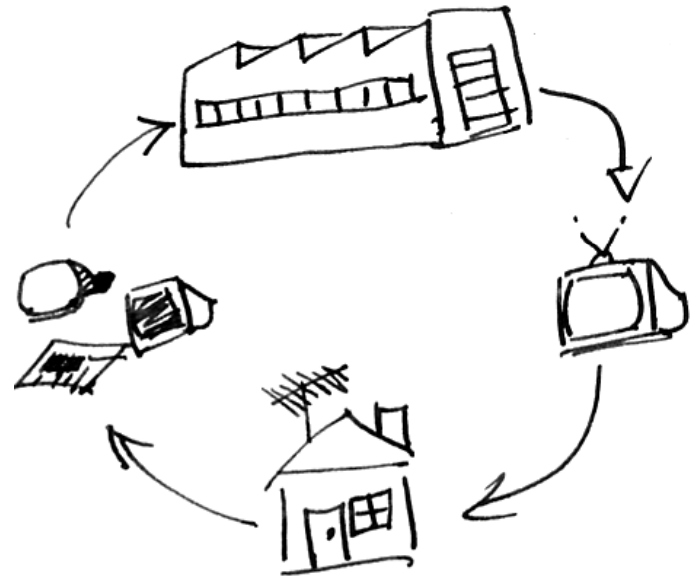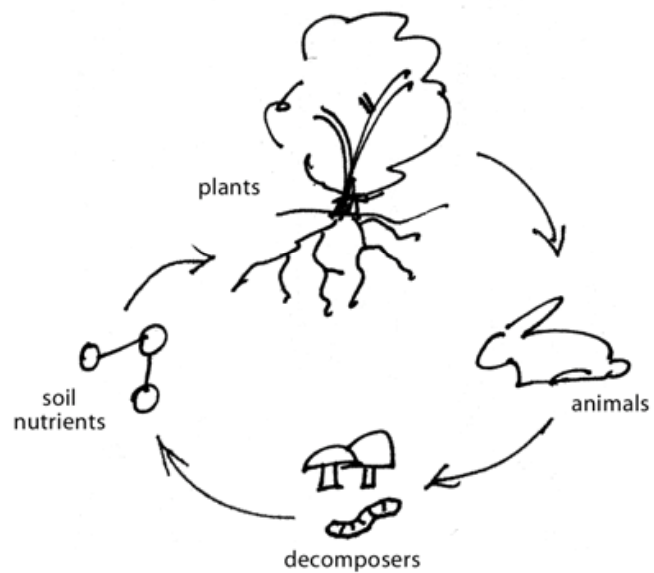
9/30/09

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Overview

- What is a green product?
- ISO Regulations & FTC Marketing Guidelines
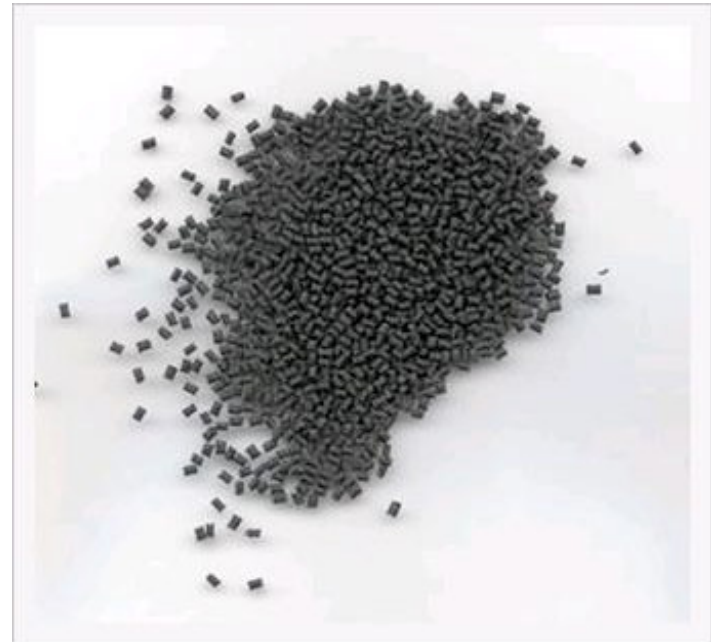- How to Implement Sustainability
- Questions

What is a green product?

Green Product Attributes

- ## Raw Material Inputs
  - Rapidly Renewable
  - Recycled Content
  - Organic
  - Toxicity

Green Product Attributes

- ## Manufacturing Process
  - Green/clean manufacturing
  - Energy Consumption
  - Water Consumption
  - Waste

Green Product Attributes

- Distribution
  - Where is the product being shipped to/from?
  - Shipping method

Green Product Attributes

- ## Use of Product
  - VOC emissions
  - Indoor Air Quality
  - CA 01350

Green Product Attributes

- Is the product engaging the end user in behavior that reduces environmental footprint or improves social wellbeing?
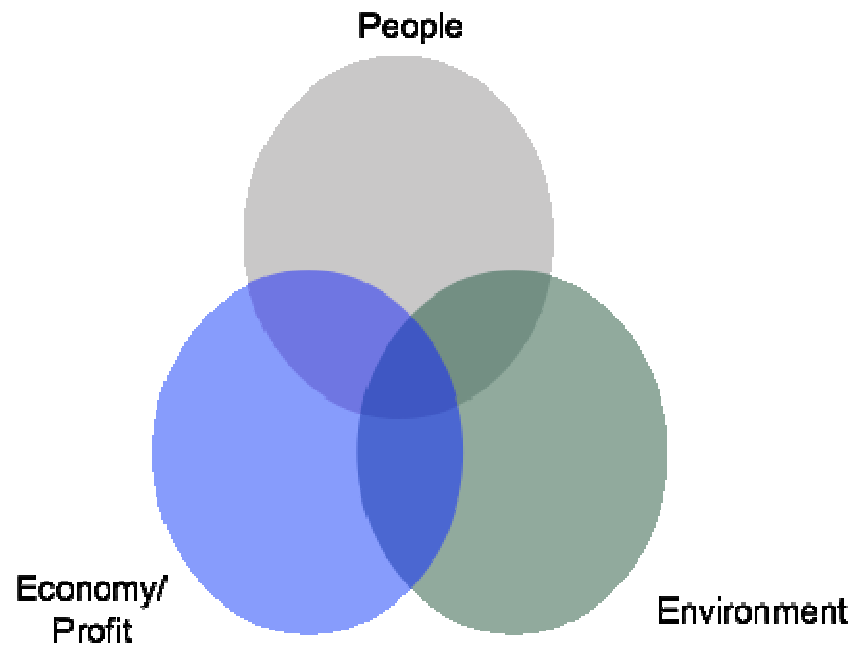
Green Product Attributes

- # End of Life Disposal
  - ## Biodegradable/compostable
  - ## Recyclable
    - ### Logistically feasible
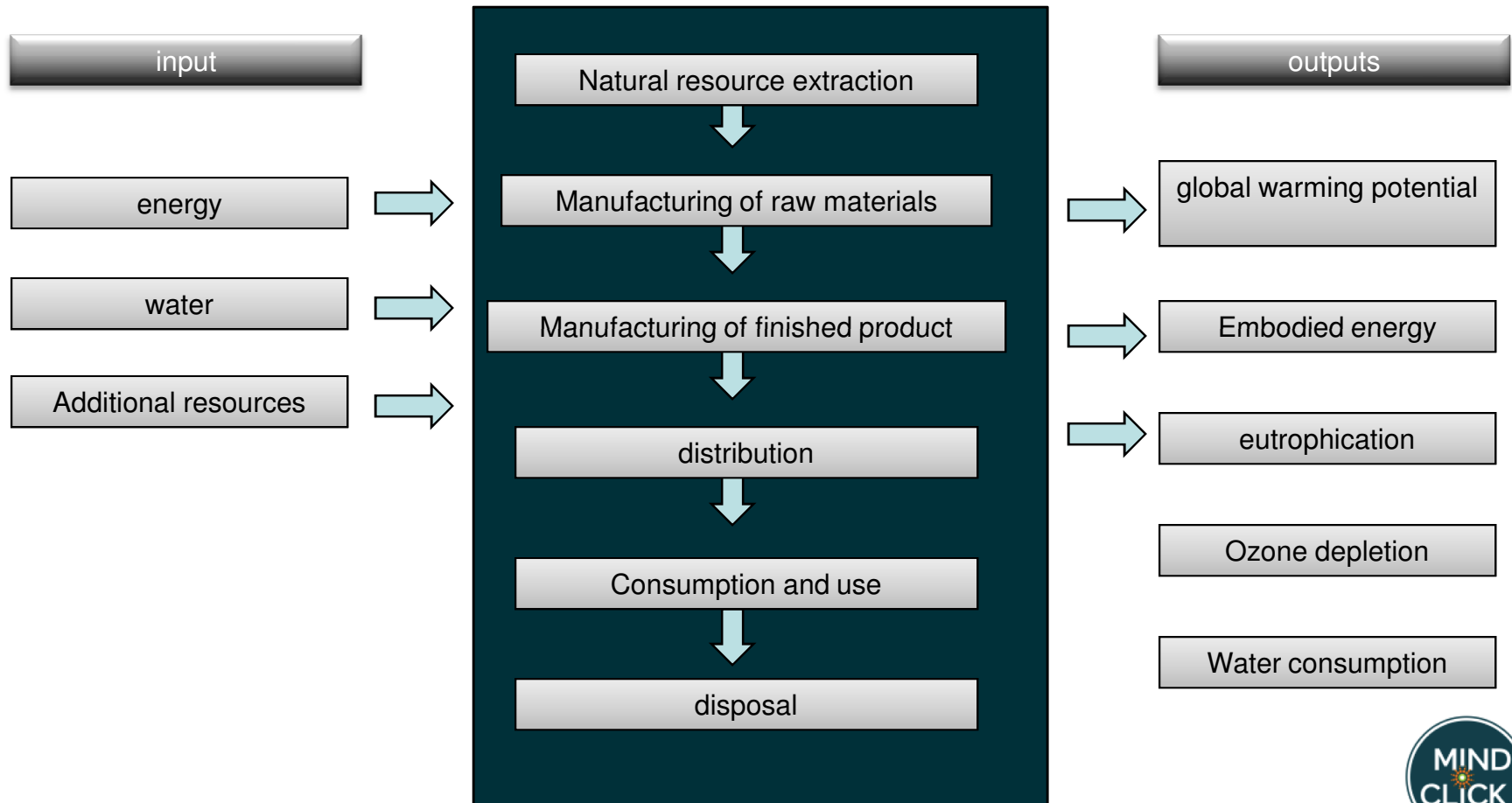   - ### Take Back Program
  - ## Reusable

RECYCLABLE

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Green Product Attributes

- Sustainable business practices

People

Economy/ Profit

Environment

Green Product Attributes

input

energy

water

Additional resources

Natural resource extraction

Manufacturing of raw materials

Manufacturing of finished product

distribution

Consumption and use

disposal

outputs

global warming potential

Embodied energy

eutrophication

Ozone depletion

Water consumption

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"Green" Marketing
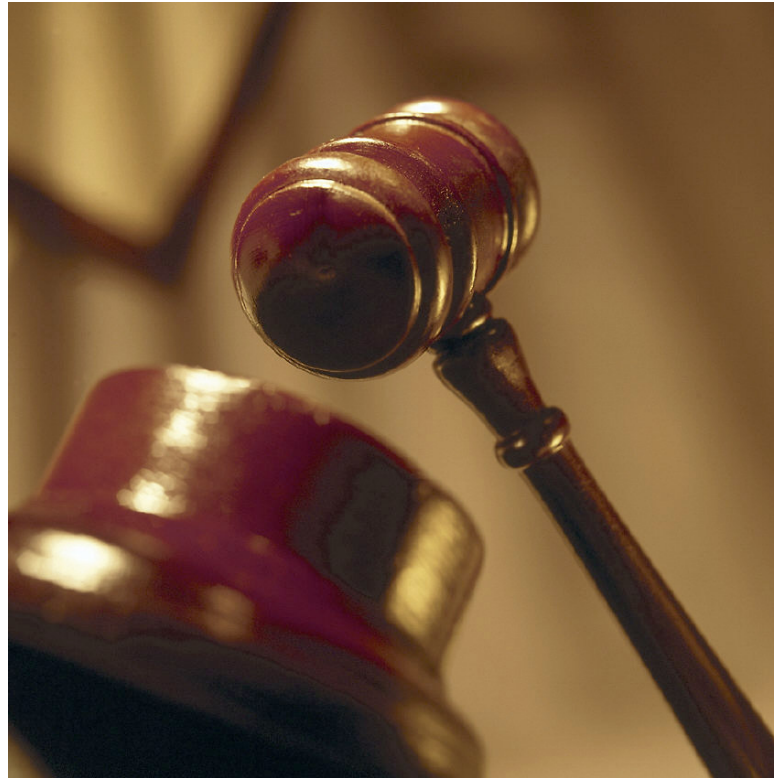
Prevent Greenwashing

"Green" Marketing

- Consumers want to purchase 'green' products from sustainable companies

FTC Marketing Regulations

Misleading claims violate section 5 of FTC Act

FTC Marketing Regulations

FTC Marketing Regulations

Have You Been Bamboozled by Bamboo Fabrics?

FTC, August 2009

"Green" Marketing

So...How do you protect your brand?

FTC Marketing Regulations

- Apply to labeling, advertising, promotional materials – and ALL other forms of marketing.

- Updated regulations released soon

ftc

eco in the market

green guides review

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ISO Standards

- ISO 14020 Series: Environmental Labels and Declarations, General Principles

ISO Standards

- Type 1 Environmental Labeling (ISO #14024:1999)
  - 'seal of approval'

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ISO Standards

- Type 2 Self Declared Environmental Claims (ISO 14021:1999)
  - Self declared
  - Must be verifiable!

ISO Standards

- Type 3 Environmental Declaration (ISO/TR #14025:2000)

Gaia Product Profile from The Green Standard™

Bringing Complex Environmental and Performance Data into a Single Interactive Resource for the Sustainability of All Design, imagery, format and information structure are copyrighted and can only be used with permission from TheGreenStandard.org

GMI
Green Manufacturing Inc.
www.GreenManufacturing.com
Contact: Greg Greenlife
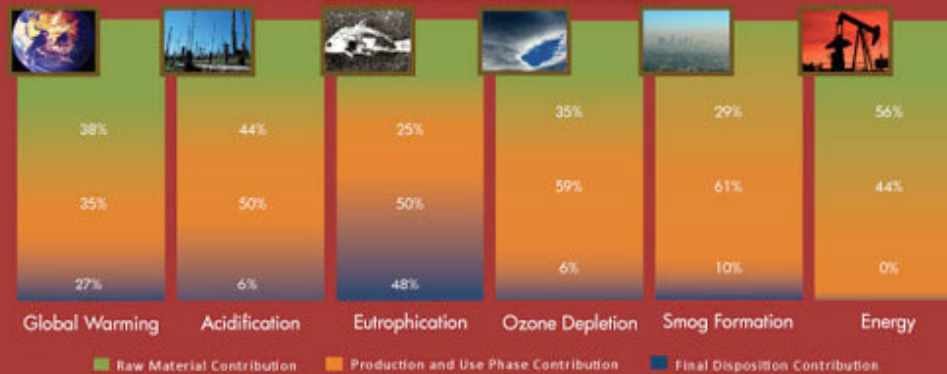Greg@Greenmanufacturing.com
T: 800-828-8000

Greener Chair

Corporate Certifications & Memberships
ISO — International Organization for Standardization
FAIR LABOR ASSOCIATION
SmartWay

Product Life Cycle Assessment (LCA) Results

Within this graphic, each life cycle impact will be an active link to more detailed results representing all life cycle phases within that specified category.

Global Warming	Acidification	Eutrophication	Ozone Depletion	Smog Formation	Energy
38%	44%	25%	35%	29%	56%
35%	50%	50%	59%	61%	44%
27%	6%	48%	6%	10%	0%

- Raw Material Contribution
- Production and Use Phase Contribution
- Final Disposition Contribution

The EPD Interactive Summary

The summary graph repsrents all life cycle phases and is documented by a life cycle assessment that meets all requirements of Standard 14040 of the International Standards Organization (ISO). Within each major impact category, the gradient of colors represents the contribution of each phase to that life cycle phase: Raw Material Sourcing; Production; Use; and Final Disposition. Each impact will be an active link to more detail on the LCA results.

Verification Statement: The full EPD Report was produced in accordance with ISO 14025, PCR 123-TGS-5, was verified by Green Consultants Inc. and is valid until November 19, 2009.

Other Environmental and Product Performance Information

This section will contain active links to additional information regarding the environmental and other product related performance information.

Click for link to Carbon Footprint
Click for link to Safety Performance
Click for link to Human Health Concerns
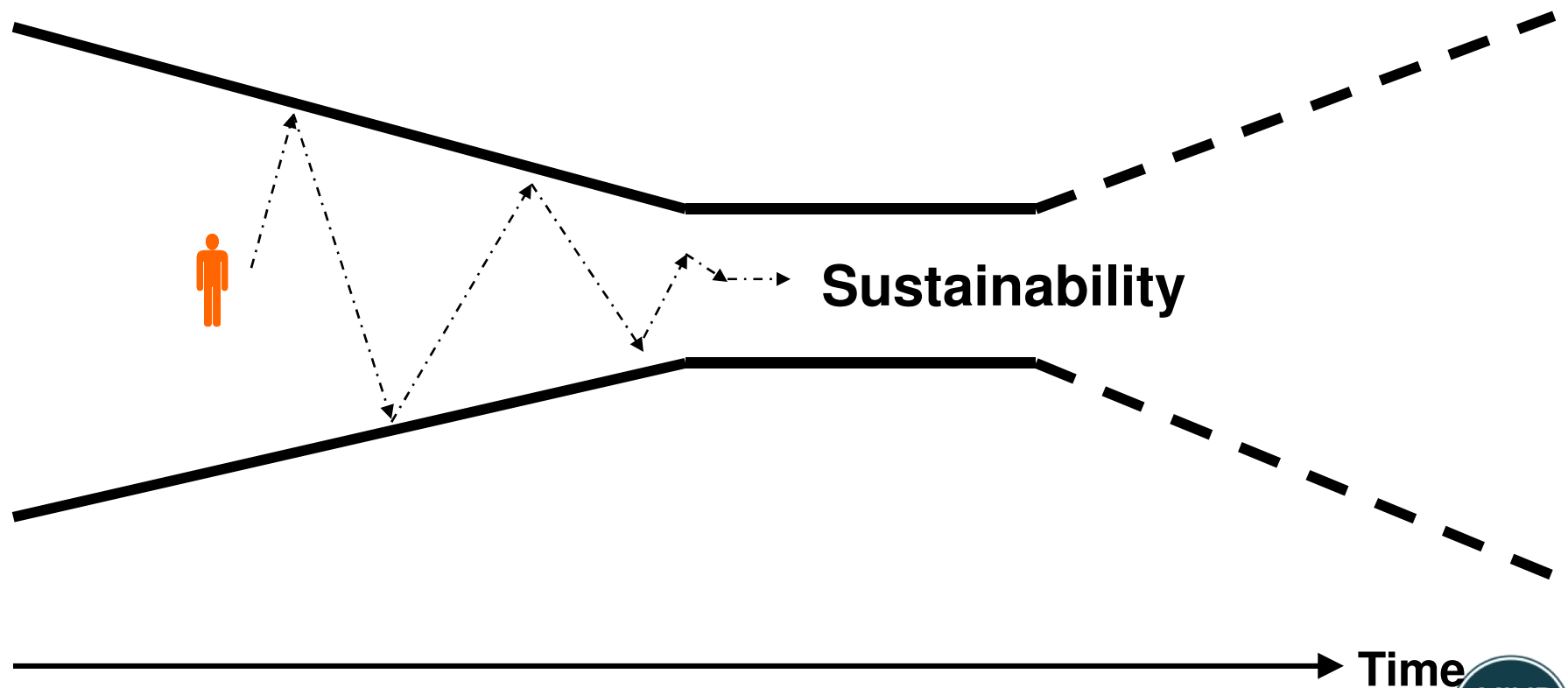Click for link to Quality Performance

The Greener Chair's Relevant Product Certifications

This section will contain all relevant certifications from other programs that this product has achieved. Click on links for more detailed information on the methodology and scope of program.
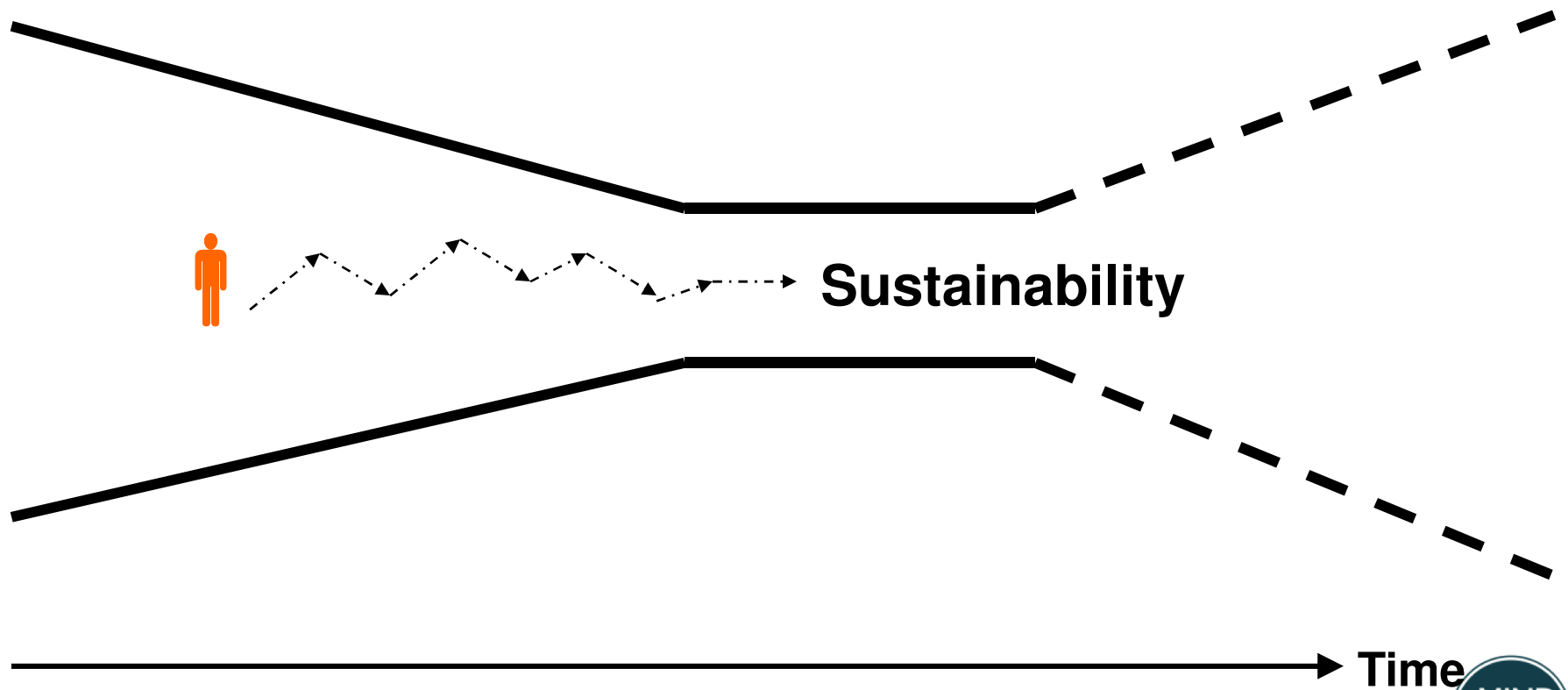
FSC   GREENGUARD   SMART certified   Click Here to Print

Which Path?

Sustainability

Time

Which Path?

Sustainability

Time

Bridging the Chasm

Business

Sustainability
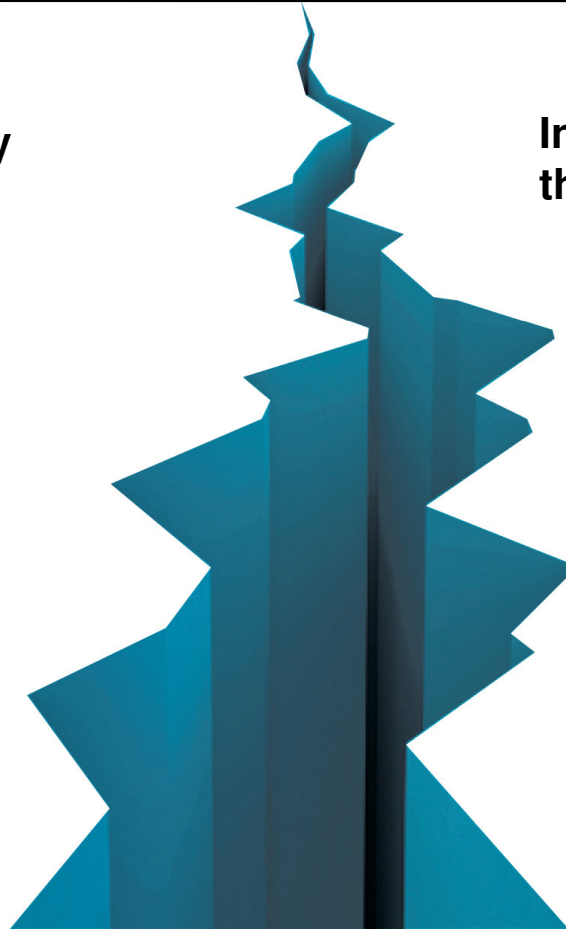
Creating your strategy

Integrating sustainability throughout your organization

Determining your product impact

Promoting your sustainability efforts

Evaluating your environmental inputs

Engaging your employees

Step 1: Performance Measurement

360° Sustainability Audit

Step 2: Sustainability Roadmap

- Business growth
- Brand positioning and communications
- Employee engagement
- Sustainable operations
- Product sustainability
- Corporate social responsibility
- Cost benefit analysis and investment prioritization
- Supply chain integration

Step 3: Sustainability Integration

- Sustainability training/education
- Supply chain purchasing policies
- Brand positioning and communications
- Resource efficiencies
- Sustainability certification
- Product Life Cycle Assessment
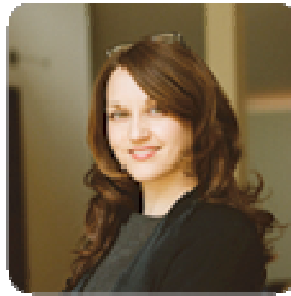- Product marketing and eco-labeling

Step 4: Ongoing Measurement & Improvement

• Brand strength

• Market growth

• Employee retention

• Compliance tracking and certification

• Cost savings

Questions/Contact

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